

## ORDER



KSNV

**Orders**  
**Order / Rev:** 108516  
**Alt Order #:**  
**Product Desc:**  
**Estimate:** 113  
**Flight Dates:** 11/02/12 - 11/06/12  
**Original Date / Rev:** 11/01/12 / 11/01/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Mentzer Media Services, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmont Ave.  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** American Future Fund  
**Demographic:** A25-54  
**Product Codes:** PLI2  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PISSUE, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	26	\$89,100.00	\$75,735.00

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	26	\$89,100.00	\$75,735.00	0.00
<b>Totals</b>	<b>26</b>	<b>\$89,100.00</b>	<b>\$75,735.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	11/03/12	11/03/12	RALSTON in PRIME RALSTON in PRIME	CM	8-11pm	-----S-	:30	2	\$9,600.00	1	0.00	NM	2	\$19,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					2	\$9,600.00		0.00			
N 2	KSNV	11/04/12	11/04/12	News 3 Live in Prime News 3 in Prime	CM	7-10pm	-----S	:30	2	\$7,200.00	1	0.00	NM	2	\$14,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					2	\$7,200.00		0.00			
N 3	KSNV	11/04/12	11/04/12	LAW & ORDER (synd) P6M Law & Order (synd) PRIME	CM	M-SA 8-11p / SUN	-----S	:30	1	\$5,000.00	1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$5,000.00		0.00			
N 4	KSNV	11/03/12	11/03/12	Notre Dame Notre Dame Football	CM	1130a-8pm	-----S-	:30	1	\$5,000.00	1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$5,000.00		0.00			
N 5	KSNV	11/04/12	11/04/12	MLS Soccer Major League Soccer	CM	9am-5pm	-----S	:30	1	\$2,000.00	1	0.00	NM	1	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S					1	\$2,000.00		0.00			
N 6	KSNV	11/03/12	11/03/12	To the Point - ON To the Point - ON	CM	430-5am	-----S-	:30	1	\$1,500.00	1	0.00	NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/29/12	11/04/12	-----S-					1	\$1,500.00		0.00			

Order / Rev: 108516  
Alt Order #:  
Flight Dates: 11/02/12 - 11/06/12

Advertiser: American Future Fund  
Product Desc:  
Estimate: 113

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 7	KSNV	11/03/12	11/03/12	Nevada Newsmakers - CM Nevada Newsmakers - Ch.3	CM	5:00- 6:00am (5:00 AM-5:30 AM)	-----S-	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$6,000.00		0.00			
N 8	KSNV	11/03/12	11/03/12	Nevada Newsmakers - CM Nevada Newsmakers - Ch.3	CM	5:00- 6:00am (5:30 AM-6:00 AM)	-----S-	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S-		1				\$6,000.00		0.00			
N 9	KSNV	11/04/12	11/04/12	Nevada Newsmakers - CM Nevada Newsmakers - Ch.3	CM	5:00- 6:00am (5:00 AM-5:30 AM)	-----S	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$6,000.00		0.00			
N 10	KSNV	11/04/12	11/04/12	Nevada Newsmakers - CM Nevada Newsmakers - Ch.3	CM	5:00- 6:00am (5:30 AM-6:00 AM)	-----S	:30	1	\$6,000.00	1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-----S		1				\$6,000.00		0.00			
N 11	KSNV	11/02/12	11/05/12	Today-AN Today-AN	CM	205a-304a	M--F--	:30	4	\$1,000.00	1	0.00	NM	4	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	M--F--		4				\$1,000.00		0.00			
N 12	KSNV	11/02/12	11/05/12	Mad Money AN Mad Money AN	CM	3:00-4:00am	M--F--	:30	4	\$750.00	1	0.00	NM	4	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	M--F--		4				\$750.00		0.00			
N 13	KSNV	11/03/12	11/03/12	1st Look 1st Look	CM	F 4-430am	SA 1-2-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	-----S-		2				\$500.00		0.00			
N 14	KSNV	11/03/12	11/03/12	Open House NYC Open House NYC	CM	130-330am	-----S-	:30	2	\$500.00	1	0.00	NM	2	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	-----S-		2				\$500.00		0.00			
N 15	KSNV	11/03/12	11/03/12	Horse Racing Horse Racing	CM	12-6pm	-----S-	:30	2	\$4,500.00	1	0.00	NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 11/02/12	11/08/12	-----S-		2				\$4,500.00		0.00			
													Totals	26	\$89,100.00